



## EMF Distance Challenge | Fundraising 101

### 1. Make it Personal

- People give to people.
- Add a profile picture to your fundraising page.
- Share your “why,” who you are honoring, or why Expect Miracles Foundation (EMF)’s mission matters to you.
- The more personal your story, the more likely people are to connect with your fundraising efforts.

### 2. Share via Text, Email & Social Media

- Do not keep it a secret.
- The number one reason people give is because they were asked.
- Tell your network what you are doing and invite them to be part of it.
- One social media post can make a huge impact.
- People also appreciate reminders, so do not be afraid to share updates throughout the week of the event.
- Use our [fundraising toolkit](#) to help you get started.

### 3. Use the mobile app: [download here](#)

- The app has everything you need to fundraise successfully.
- Participants using the app raised 170% more than those who did not.
- You can easily ask and thank donors right from your phone!

### 4. Remember the cause

- Your fundraising is providing [impact](#) and hope to the cancer community.
- Thanks to the generosity of our sponsors, 100% of participant-raised dollars support:
  - EMF’s Discovery Fund at Dana-Farber Cancer Institute
  - EMF’s Innovation Fund at Memorial Sloan Kettering Cancer Center
  - EMF’s SAMFund Grant Program for young adult cancer survivors

The impact your support makes for individuals like Kiera, a SAMFund Grant Recipient, is immense; *“Cancer already comes with so much stress from the constant fear of it coming back. The financial burden only makes it harder. EMF’s SAMFund grant allowed us to prioritize my health without the added panic of falling deeper into debt.”* [Read Kiera’s full story here.](#)